

# THE ROYAL STANDARD

JUNE  
Issue  
1922

Published by the Royal Typewriter Company, Inc., of New York, the 15th of every month—with the sole object of bringing "the boys" into a little closer touch with the Home Office and each other.

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Volume 7

JUNE, 1922

Number 6

## BLUE BANNER NEWS

Only one Blue Banner lost and ten Blue Banners won!

One man fails and ten men step forward to take his place. Twenty-two now in the Blue Banner class and twenty-three left in second place with their honors still to win.

The best part of this Contest lies not so much in the money prizes as in those larger rewards of increased self-confidence, ambition and that determination which comes only to those who strive to win.

Some men who would frankly admit that they had to buckle up their courage at the start are now Blue Banner Managers, and never again to admit even to themselves that they are anything else.

The man who accomplishes that which he sets out to do in business or in anything else is a success, and no one can measure the results of that success but himself.

The Blue Banner men of this organization are the men who eventually will carry this Company to a greater success and to a nearer approach to its goal of pre-eminence in its line.

There is a satisfaction in work well done and in definite ends accomplished greater than any prize or approval which we could give. We are proud of these Blue Banner men, but they are the strong men of our organization and there is very little to be said to them. They are going to hold their offices where they belong in the month of June. In fact, since we lost only one last month and gained ten, we hope that we will not lose any in the month of June—and we expect to gain many.

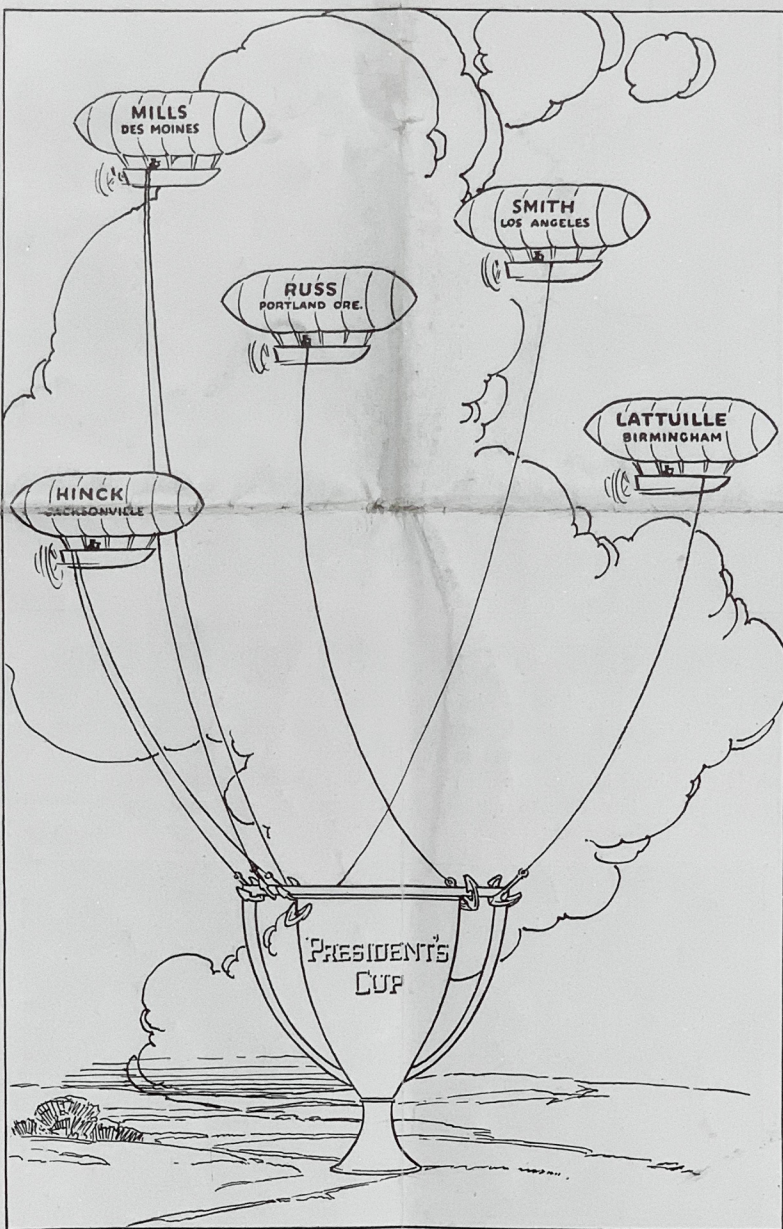
We are writing this letter principally to the Red Banner men, who also hold the hope of this organization within themselves. It is from their number that we must recruit more Blue Banner winners.

We would like to see at least forty of our best Managers standing on an equality in this Contest for first place. We would be satisfied with a little less, but looking over our records there does not seem to be any reason why at least twenty cannot get into the Blue Banner organization with a little extra effort.

If you are a Red Banner man and Manager of a small office, we can point to a small office that has raised itself into the Blue Banner class.

If you are running a large office, we can point to several of our largest offices whose Managers have led their organiza-

## MANY LINES ON WESTERN CUP



tions into the Blue Banner division over all obstacles—and there were many.

It is not the office. It is not the city. It is not its size. It is the Manager that counts. It is not the weather. It is the man. Jacksonville is in the Blue Banner class. We could name a northern city with excellent climate which isn't.

Wherever there is a Manager of courage, determination and ambition, there is a Blue Banner man, or he is using every bit of his energy to get there and a lot

of them will get there.

Remember this—that it is the effort that makes you grow. It is the extra reserve force that you call into play that benefits you. What is reserve force today can be used continuously in a few days from now.

Reserve power is a good deal like a luxury. It is something special and unusual when you first use it, but it becomes a habit as soon as you are familiar with it. Every man has reserve force, and

each man in the Red Banner class has only to call upon his reserve power to get into the Blue Banner division.

Now, in regard to the Yellow Banners. It is a sad thing, but it has to be—a tail end to every procession. You cannot have a parade without having a tail-end and some stragglers. Some people do not watch the whole of a parade. They think the best part is in the lead. But we do not take it for granted that all of these Yellow Banner men are out of the running. Two of them broke directly into the Blue Banner class in May, jumping over the Red Banner division, and one of them was a new manager, but some Manager.

There is no such thing as a successful Contest without some one to beat, and there are always a certain number of men who are willing to be beaten in any Contest. But the sooner a man realizes that the leaders are made of the same kind of stuff that he is himself and that he can be a leader if he only will, the sooner this organization will be the Blue Banner sales organization that we want it to be.

Very truly yours,

H. J. CLOSSON,  
Sales Manager.

## NEW CANDIDATE FOR WESTERN CUP

At the end of April it looked as though either Hinck of Jacksonville or Mills of Des Moines would win the Western Division cup, as each man had two legs on it.

However, at the end of May the results show that it is anybody's race again in this division, as J. H. Lattuille, Manager of our Birmingham Branch, and a new man in the Royal organization, has brought his office in the lead for May, which gives us the following standing:

### WESTERN DIVISION

May, 1922

J. H. Lattuille, Birmingham Branch,  
1st Leg

April, 1922

J. H. Hinck, Jacksonville Branch, 2d Leg  
March, 1922

J. H. Hinck, Jacksonville Branch, 1st Leg  
February, 1922

C. V. Mills, Des Moines Branch, 2nd Leg  
January, 1922

C. V. Mills, Des Moines Branch, 1st Leg  
December, 1921

C. E. F. Russ, Portland, Ore., Branch,  
1st Leg



November, 1921

G. L. Smith, Los Angeles Branch, 1st Leg

It is a source of great satisfaction to the Royal organization to see a new man come to the front so rapidly with results, and it puts added pep and competition into the Western Cup Contest and we expect to see some interesting developments.

#### Sutton's Division Again in the Lead

Assistant Sales Manager H. P. Sutton again brought the Central Division in the lead in the Sales Standing for the month of May with J. H. Lattuille of Birmingham, Ala., in first place.

#### Gallup of Buffalo Leads in Central Division

Fred L. Gallup, Manager of the Buffalo Office and one of our new Branch Managers, has distinguished himself by bringing his office into the lead for May. He is living up to his name by this accomplishment, as he was in fifth place for April.

#### Behan of Springfield, Mass., Leads in the Eastern Division

Louis B. Behan, Manager of our Springfield, Mass., Office, takes the lead in the Eastern Division for May.

He deserves all praise for his determination to make first place, which was evidenced by his keeping in second place for the months of February, March and April.

#### Second and Third Place Men

There has been many other noteworthy achievements in the organization: Partee, of Peoria, Ill., in second place, and Wilson, of South Bend, Ind., in third place in the Central Division; Sykes, of Houston, Texas, in second place, and Russ, of Portland, Oregon, in third place in the Western Division; Janswick, of New Haven, Connecticut in second place, and Dunn of Philadelphia, Pennsylvania, in third place in the Eastern Division.

#### THE MAN WHO THOUGHT HE CLOSED A COMPETITOR'S FACTORY

One of our young managers has been doing so well that he sort of lost track of competition. In fact his victories have been so frequent and so certain that his competitor seems to have almost dropped off the map in his vicinity. At least, this is the state of mind at which he gradually arrived.

As a result of his exceptional sales record he was invited by the Sales Manager to visit the New York office.

He was approaching the factory of one of our largest competitors and he glanced out the window of the train and saw that the plant was practically abandoned—not a wheel turning or a man to be seen.

His thought was, as he expressed it: "I knew we had them pretty well whipped, but I didn't know we had put them clear out of business. Well, I'm not much surprised, knowin' what we've been doing up in my town, still I figured it could hardly be possible there was nothin' doing at all—they must be making a few parts for their repairs, at any rate."

However, the manager was ready to accept the situation as it appeared on the surface—until he happened to look at his watch and realized it was half past five by daylight saving time, although only 4:30 by train time.

## An Attractive "Royal" Window or Wall Display

An attractive "Royal" display which can be pasted on the window or tacked on a show room wall can be easily made by using two broad-side folders of the "Light-Running, Quiet-Running Royal," cutting one in half for "copy" and pasting it above the side which shows the large cut of the typewriter.

This can then be attached to the window by small pasters or tacked on the wall of the show room. This gives a splendid display measuring 21 inches wide by 24 inches high, showing a life size cut of the typewriter and some short, crisp selling copy not too long for the passer-by to read.

Many of our branches and dealers have used this to good effect.

The reduced reproduction of this display will give some idea of its effectiveness.

*The Light-Running Quiet-Running Royal*

**SIX FEATURES OF THE SPECIAL MODEL ROYAL**

1. Super-Elastic Touch
2. A Decided Noise Reduction
3. Maximum Speed
4. No Further-Adjustable Mechanisms
5. No Piling of Letters
6. No Stripping of Space

**The Super-Elastic Touch**

It is in the development of the special model Royal that the secret of its super-elastic touch lies. This touch is the result of a special design of the type-bar and the use of a special material for the type-bar itself. The result is a touch that is both firm and elastic, and which gives the typewriter a "springy" feel that is most desirable.

**Quiet**

The quietness of the special model Royal is the result of a special design of the type-bar and the use of a special material for the type-bar itself. The result is a touch that is both firm and elastic, and which gives the typewriter a "springy" feel that is most desirable.

**Perfect Press Work**

The perfect press work of the special model Royal is the result of a special design of the type-bar and the use of a special material for the type-bar itself. The result is a touch that is both firm and elastic, and which gives the typewriter a "springy" feel that is most desirable.

**Compare the Work**

Compare the work of the special model Royal with that of any other typewriter. You will find that the special model Royal is the only typewriter that gives you a "springy" feel that is most desirable.

ROYAL TYPEWRITER COMPANY, Inc.

150 Broadway, New York, N. Y.

Branches and Dealers Everywhere



*The Light-Running Quiet-Running Royal*

## HITCHING "ROYALS" TO RHYTHM

Wesley A. Stanger, Manager of our Minneapolis Office, has sent us the accompanying photo showing students in the South High School in Minneapolis practicing typewriting in rhythm to music on a phonograph. This method has been

the school, and the young lady in the front row writing, is Miss Gertrude Grey, student.

Our Minneapolis office recently secured an order from the school board for fifty Royal typewriters for distribution to



found practicable to teach rhythm and gain speed.

The teacher in charge is Miss Brigham and her assistant, Miss Leonard. The lady at the phonograph is Miss Marie Jelmo of the superintendent's office of

the various schools, and they now have "Royal" equipment in the public schools which exceeds that of any other typewriter.

This photo is published through the courtesy of the Minneapolis Journal.

## APRIL SUPPLY SALES STANDING

### Good Work Makes Many Quota Winners A Shifting of Positions Among District Branches

For April, Kansas City jumped into first place from tenth in March, for the greatest percentage of increase in ribbon and coupon book business over the average month of 1921. Baltimore won second place moving up from thirteenth and Chicago gained one, from fourth to third. Indianapolis comes into the line of District Branches in fourth place. Dallas moved up from 12th to seventh place and New York, Atlanta, Pittsburgh and Philadelphia improved their positions.

Dayton, among the Branch offices, which made a big jump in March, kept up the good work and made first place in April. Des Moines moved up from 22nd to second, Fresno from 10th to 3rd; Portland, Me., from 7th to 5th; Louisville from 13th to 6th; Denver gained one place and Harrisburg came up from 19th to 9th. Other branches showing gains in position were: Bangor, Springfield, Mass., Oakland, Grand Rapids, St. Paul, Norfolk, Toledo, Newark, Waterbury, Portland, Ore., Reading, South Bend, Evansville, Scranton, Charleston, Peoria, Houston and Little Rock.

The offices reaching or exceeding their April quota for ribbon and coupon book sales were:

Albany	Indianapolis
Baltimore	Jacksonville
Bangor	Kansas City
Chicago	Louisville
Dallas	Oakland
Dayton	Portland, Me.
Denver	Reading
Des Moines	South Bend
Evansville	Toledo
Fresno	Washington
Harrisburg	Worcester

The following table shows the complete April standing of the District Branches (sales of branches included), based on the largest percentage of increase over the average monthly business of 1921:

Total Ribbon Sales	Total Coupon Book Sales
1—Kansas City	1—Washington
2—Baltimore	2—Los Angeles
3—Chicago	3—Chicago
4—Indianapolis	4—Baltimore
5—Los Angeles	5—Cincinnati
6—Cincinnati	6—Indianapolis
7—Dallas	7—Dallas
8—Washington	8—Atlanta
9—New York	9—Buffalo
10—Buffalo	10—Kansas City
11—Cleveland	11—Philadelphia
12—Atlanta	12—New York
13—Pittsburgh	13—Detroit
14—Philadelphia	14—Cleveland
15—San Francisco	15—Hartford
16—Detroit	16—San Francisco
17—Boston	17—Boston
18—St. Louis	18—New Orleans
19—Hartford	19—St. Louis
20—Minneapolis	20—Minneapolis
21—New Orleans	21—Pittsburgh

The following table shows the Branch Offices in the order of their total April ribbon sales. Coupon books included:

1—Dayton	26—Reading
2—Des Moines	27—South Bend
3—Fresno	28—Evansville
4—Jacksonville	29—Scranton
5—Portland, Me.	30—Rochester
6—Louisville	31—Erie
7—Denver	32—Richmond
8—Worcester	33—Charleston
9—Harrisburg	34—Peoria
10—Bangor	35—Seattle
11—Albany	36—Houston
12—Springfield, Mass.	37—Omaha
13—Oakland	38—Birmingham
14—Providence	39—Fort Wayne
15—Grand Rapids	40—Milwaukee
16—St. Paul	41—New Haven
17—Norfolk	42—Allentown
18—Toledo	43—Davenport
19—Memphis	44—Johnstown
20—Newark	45—Little Rock
21—Springfield, Ill.	46—San Antonio
22—Columbus	47—Akron
23—Waterbury	48—Duluth
24—Bridgeport	49—Youngstown
25—Portland, Ore.	50—Rockford

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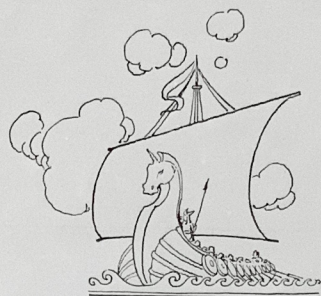
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# M. Nissen + Lie

Kristiania  
Norway

## The Royal in the Land of the Vikings

Nine hundred and twenty-two years ago Lief Erricson, that intrepid Norse Chieftain, sailed into the unknown and reached the shores of North America. Even a Jules Verne living at that time would not, we think, have imagined that within nine hundred years after, that barren new country would send back to Norway such a splendid product of modern industry—the Royal Typewriter.

In 1908, when building the foundation for its foreign organization, the Royal Typewriter Company, Inc., selected as its dealer for Norway Mr. M. Nissen-Lie, a man with the same splendid spirit of courage and confidence that inspired his fellow countrymen of the earlier period. Through all the trials which have come with the passing years, Mr. Nissen-Lie has firmly and intelligently guided the development of the Royal Typewriter business in his territory successfully, and has today an organization which guarantees for the Royal its proportionate share of the typewriter business done in Norway.

Mr. Nissen-Lie has done his work so well that today the Royal Typewriter may be found, not only in the offices of the Government, which buys Royals exclusively, but also in the offices of the leading business houses in his country.

Mr. Nissen-Lie started in business for himself in 1895, and since that time has steadily expanded his establishment until it now occupies the entire first floor of the prominent and attractive building seen by the accompanying photograph at No. 40 Toldbodgaden, Christiania.

It is a pleasure to introduce our "old friend," Mr. Nissen-Lie, to the



Royal organization throughout the world, and to point to him as a sterling example of determination and progressiveness. We are proud to have associated with us a man of Mr. Nissen-Lie's fine character. He is not only a successful business man and a good sportsman, but truly a "Royal good fellow."

## THE ROYAL IN GUATEMALA



Mr. James P. Howell, who has only quite recently been appointed as the Royal dealer in Guatemala, is developing in a most gratifying manner our mutual business in that territory and gives every promise of being a winner.

From the arrangement of Mr. Howell's window display, shown in the accompanying photograph of his office in Guatemala City, it can be seen that he is concentrating his efforts and attention on the sale of Royal typewriters. The result of



this concentration is clearly shown on our sales records.

Mr. Howell is a thoroughly trained typewriter man and his experience in this particular line especially qualifies him to point out to his customers the many and exclusive advantages which the Royal typewriter has over the machines of competitors. He furthermore fully realizes the value of high grade service and those who do business with him will testify to the fact that he always gives it. We are expecting big things from Mr. Howell.





## DENMARK

The Royal business in Denmark since 1911 has been in the capable hands of Mr. Max Bodenhoff, (photograph No. 1), who since that time has been industriously

and the attractive window display, (photograph No. 2), shows how well he is taking advantage of his splendid location to bring the Royal to the attention of possible buyers.

numbers the Den danske Landmandsbank, The Scandinavian American Line, The National City Bank and many of the Government Departments. Mr. Bodenhoff

result they have discarded other makes of machines and use only Royals for this purpose.

Mr. Bodenhoff is an enthusiastic and



Max Bodenhoff

engaged in securing for us a position of leadership in that field.

Mr. Bodenhoff's main sales office is located at No. 19 Voldgade, Copenhagen,



Mr. Bodenhoff's Headquarters on Frederiksholms Kanal, Copenhagen

Mr. Bodenhoff's headquarters are located at No. 28-A Frederiksholms Kanal, once occupied by Bissen and now the home of the composer Mr. Carl Nielsen.

Among his customers Mr. Bodenhoff

has succeeded in convincing the "Gyldendalske Forlag" (The Leading Danish publishing firm) that the Royal is unequalled for writing stencils and as a

active member of the Royal organization and we confidently rely upon his ability to keep the Royal Typewriter in the front line of the business of his country.



Window Display in Mr. Bodenhoff's Main Sales Office in Copenhagen

## SALES BUILDERS

Nagas, Mele & Ray, our progressive dealers for Italy clearly realize the sales opportunities presented by the various business exhibitions held in their country and as may be seen from the accompanying photographs they have taken advantage of these occasions to bring to the attention of the buying public the superiority of the Royal Typewriter.

Photograph No. 1 shows their booth at the Milan Business Show, and the attractive delivery truck with which they serve their customers. Their appreciation of advertising value may be seen by the use they have made of the space on the side of the truck.

Photograph No. 2 shows the Nagas, Mele & Ray booth at the Naples Trade

Exhibition. The gentlemen is Mr. Rag. Mario D'Emilio, their energetic sub-agent who covers the city of Naples.

Photograph No. 3 is a picture of a corner in the show-room of Nagas, Mele & Ray, Milan, and shows an impressive display of Royal typewriters against a back-ground of Royal posters.



No. 2. Nagas, Mele & Ray Booth at Naples Trade Exhibition



No. 1. Nagas, Mele & Ray Booth at Milan Business Show



No. 3. Corner of Their Show Room at Milan



## "OUT OF THE MOUTHS OF BABES"

This is Mr. E. H. Benson, who has handled the Royal dealership in Canton, Ohio, and surrounding territory for several years past. The Benson Typewriter Company is the name by which his business is known in that section, and very well known, too, as evidenced by this amusing anecdote, related by Mr. Benson:



E. H. Benson  
of the Benson Typewriter Company

"It may not be such a good ad for the Royal, but a little story comes to us very direct about two boys who just left our window.

"One said: 'The Royal Typewriter is the best machine on the market.'

"The other: 'Aw! Where do you get that stuff? The Benson Typewriter has got it beat. That is the latest typewriter out.'

"Anyway, when they come to Benson they have to look at the Royal first."

The Benson Typewriter Company has been favoring us with a handsome vol-



ume of orders regularly each month, showing that they keep at it constantly to maintain this reputation; some time ago they sold about seventy-five machines in one order to a large user in their territory. Their window display clearly shows the man in the street that Benson's is the Royal store.

## PRIZE CONTEST IN RALEIGH

The H. S. Storr Company of Raleigh, North Carolina, boasts a sales organization that puts their name on the dealers' Roll of Honor regularly. Here are three of the April winners of their prize contest:

W. E. Smith, First Prize.

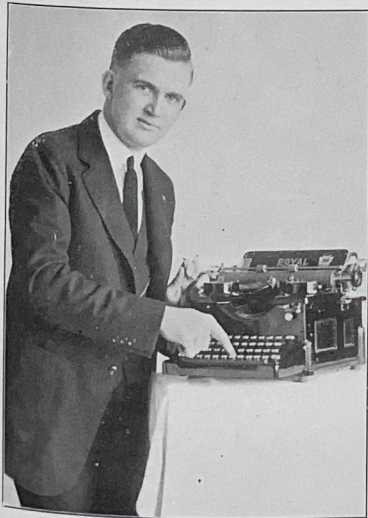
C. P. Dawkins, Consolation Prize.

P. D. Graves, Consolation Prize.

R. A. Harrison, Consolation Prize.

Mr. Storr accompanied the prize checks with these congratulatory remarks:

"We congratulate 'Bill Ed' Smith on



W. E. Smith

leading the Gang. We fully realize that the amount of the prize means little—nothing, in fact, to speak of—BUT the honor of being the King Pin of this aggregation is some honor.

"Pushing closely on the King Pin is—Dawkins—I beg your pardon, C. P. Dawkins, Jr., Fayetteville, N. C.—the gentleman in manner quiet and suave who takes them as they come—the timid, the mild and the brave. If C. P. keeps up



C. P. Dawkins



P. D. Graves

the pace some of the boys will rise up and remark that his initials should read P. C. instead of C. P.

"Speaking of initials, Graves has the finest in the world: PD. These initials naturally sound and look good. Graves should be efficient; his name to start with is efficient and time saving; when he signs his name it marks it PAID and signs, all in one operation.

"Speaking of Harrison, the fourth in line: we feel it is hardly necessary to do much speaking, as the subject is qualified by habit to do his own; however, we edge in our congratulations and best wishes."

The prize offer was repeated for May, to give the other "Go-Getters" another chance.

## A VALUABLE ENDORSEMENT

Dealer of Twenty-Years' Typewriter Experience Gives Opinion of Quiet Model

R. G. Nichols of Topeka, Kansas, writes:

"Just a question of time until all my offices are selling ninety-five per cent. 'Q' Models, as they stand up very well and are better liked the more they are used."



R. G. Nichols

Mr. Nichols has sold thousands of typewriters in Kansas and Oklahoma during the past twenty years. During the past three years, since joining the Royal dealer organization, Mr. Nichols has

bought from us and sold more Royals than any other dealer in the United States. Therefore, his opinion is to be valued, and we are glad to have his hearty endorsement of the "Light-Running, Quiet-Running Royal."

## MAY ROLL OF HONOR

May ran 'way ahead of the previous month in volume of sales, the first evidence to prove the prediction that the summer months of 1922 will not suffer any warm weather decline. During the month some of the following honorable mention dealers exceeded their quota by 150 per cent.

The long expected period of prosperity has overtaken us in time to rescue business from its usual summer complaint.

Now, let's go to it!



F. L. Patty

No. 1  
F. L. PATTY  
Austin, Texas



H. G. Bancroft

No. 2  
H. G. BANCROFT  
York, Pa.



C. L. Eicholtz

No. 3  
WESTERN  
TYPEWRITER SUPPLY  
Reno, Nev.



T. H. Payne

No. 4  
C. L. EICHOLTZ  
New Oxford, Pa.



H. S. Storr

No. 5  
T. H. PAYNE CO.  
Chattanooga, Tenn.



H. G. Fentress

No. 6  
H. S. STORR CO.  
Raleigh, N. C.



A. L. Deal

No. 7  
H. GRADY FENTRESS  
Nashville, Tenn.



E. H. Benson

No. 8  
A. L. DEAL  
Hickory, N. C.



W. D. Banghart

No. 9  
BENSON TYPE-  
WRITER COMPANY  
Canton, Ohio



W. D. Banghart

No. 10  
TYPORIUM  
West Palm Beach  
West Palm Beach, Fla.



## A BIG-BUSINESS DEALER

Mr. J. C. Good, dealing in Royals at Tulsa, Oklahoma, under the name of the Tulsa Typewriter Company, has given us some interesting information concerning his Royal activities.

Mr. Good is recognized as one of the successful business men in the city of Tulsa, a success which has been based almost entirely on the sale of typewriters.

Beginning back in 1911 to a first class Royal dealership. The initial stock comprised stationery and typewriters, but Mr. Good tells us that he soon realized that "as a retail stationery man he was a good ball-player," and the business was thereafter confined to typewriters, a wise move as future developments showed.

During 1915, when the Tulsa Type-



Headquarters of the Tulsa Typewriter Company, Tulsa, Oklahoma

We are glad to point to him as a shining example of the possibilities for large financial success which can be attained by dealers who know the typewriter business and combine that knowledge with continual hard work.

First and foremost among Mr. Good's achievements is the sale of a large number of Royals to the Sinclair Oil Compa-

ny. The Tulsa Typewriter Company sold the first No. 10 Royals, they placed fifty-five machines; next year, Mr. Good sold one hundred eighty-four by personal canvass from door to door, and this impetus of course made the succeeding years easier.

One excellent phase of his successful Royal work in the territory is a record that for the past five years there have



View Showing Part of Service Department of Tulsa Typewriter Company

nies: beginning with a single No. 10 Model back in 1916, Mr. Good has sold them to date 256 Royals, which looks to us like a high class piece of business.

Next in line is the Carter (Standard) Oil Company, which uses about sixty Royals through the efforts of our Tulsa dealer.

Oklahoma is the Oil State, and many of the large oil companies make their headquarters in Tulsa, a fact of which Mr. Good has taken full advantage. While these organizations use the Standard Model to a large extent by reason of their heavy manifolding requirements, the quiet and speed of the Quiet Model have made a very favorable impression upon Tulsa customers.

The Tulsa Typewriter Company has been built up steadily from a humble be-

been more Royals used in Tulsa schools for instruction purposes than any other typewriter, while during one year the Royal representation was better than all other makes combined.

A profit sharing plan among his employees has been of great benefit to Mr. Good's business. The force consists of Mrs. Good, who is cashier, bookkeeper, stenographer and a few other things, including typewriter saleswoman of unusual ability; Mr. F. K. Harvey, mechanic; Mr. P. C. Hamill, shop foreman, and Mr. Good himself, who tries to be all the things the others are not. Thus, with all hands working enthusiastically for the general success of the business, it is small wonder that the Tulsa Typewriter Company has reached its present position in the typewriter world.

## TWO LARGE USERS

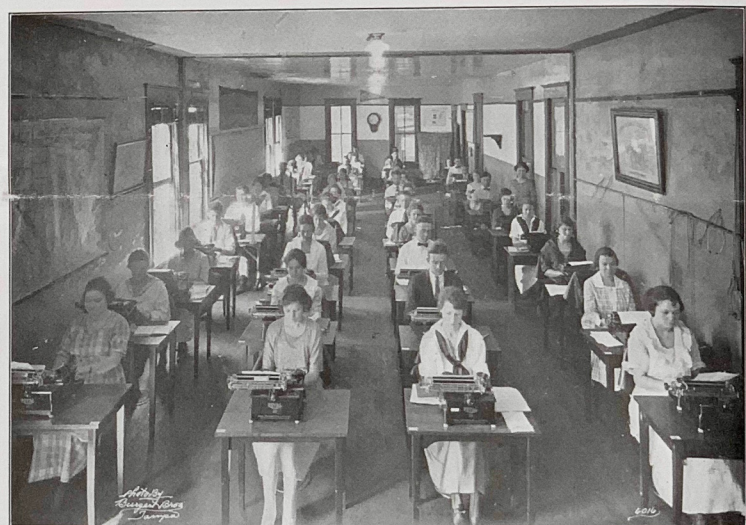
Swann Groves, Incorporated, a large mail order house dealing in cigars and citrus fruits at Tampa, Florida, have been thoroughly Royalized by our dealers in this kind is constantly proving itself by influencing other business. Our congratulations on his success with these two important customers!



Battery of Nineteen Royal Typewriters Used by Swann Groves, Inc., Tampa, Florida

that city, the Consolidated Typewriter Company. This photograph of their office shows the nineteen Royals now in use.

The photograph of Spot barking approval of "His Master's Choice," is also Mr. Wilson's contribution.



Twenty-eight "Royals" in Use by the Typewriter Class Room in Tampa Business College

The second picture presents a view of the busy typewriting classroom in the Tampa Business College, Mr. L. M. Hatton, President, where the Tampa dealer has placed twenty-eight Royals.

These pictures tell their own story of the wide-awake manner in which Mr. Wilson, of the Consolidated Company is looking after Royal interests in Tampa and the surrounding country, and his wisdom in going hotfoot after business of



"His Master's Choice"

### TO ROYAL DEALERS:

The Dealers' Supplement may now be considered a regular member of the Royal Standard family.

This youngster of the Department has reached an age where its manners and morals need more attention, and its dealer-parents are hereby summoned to the duty of censoring its habits in deportment, dress and general influence for good in the Royal community.

And don't forget that a growing child needs constant nourishment, so keep on feeding it photographs, stories and selling talks.

We shall appreciate your opinion of the Supplement, particularly any suggestions for its improvement.



**"NO IDLE ROYALS"****Qualifications for Successful Work at the Rental Desk—May Standing of Offices**

Read here what one successful rental clerk says about her work:

"How do I increase our rentals? By continually talking Royals and appreciating that certain qualifications are essential if one is to 'sell rentals.' Among these are:

"1.—Courtesy, i. e., a pleasant voice coupled with a willingness to go into detail as to rates, rental periods, types available, carriages—in brief all explanations which the prospective customer needs, given promptly and correctly.

"2.—Interest, i. e., quick perception so that one gets the customer's attitude on the situation and, if necessary, helps him in making a decision. If the rental is for extra work, suggest the hiring of a Royal operator. Such service to an unfamiliar customer makes a friend for the Royal and a sale at some future date.

"The many types of customers demand of the rental clerk the ability to quickly adapt herself to each requirement as it arises. She must have tact as each interview, personal or on the telephone, should be closed with satisfaction to the inquirer."

The quota winners for May were Albany, Atlanta, Buffalo, Columbus, Detroit, Kansas City, Portland, Me., Portland, Ore., Seattle, South Bend.

Philadelphia won back second place from Cleveland in May and Pittsburgh moved up from thirteenth to ninth; San

Francisco moved up five places, Columbus three, Seattle three, Atlanta ten, Springfield, Ill., three, Albany twenty-five places, Portland, Me., fourteen, South Bend seven, Portland, Ore., ten, Scranton nine and Erie ten.

Other offices improving their positions were Dallas, Los Angeles, Des Moines, Bangor, Memphis, Denver, Birmingham, Richmond, Allentown, Johnstown, Waterbury, Peoria, Providence.

The standing of the offices both District Branches and Branch Offices in the order of number of rentals out at the close of May was as follows:

1—New York City	37—Rochester
2—Chicago	38—South Bend
3—Boston	39—Memphis
4—St. Louis	40—Grand Rapids
5—Kansas City	41—Portland, Ore.
6—Detroit	42—Denver
7—Philadelphia	43—Milwaukee
8—Cleveland	44—Hartford
9—Pittsburgh	45—Akron
10—Dallas	46—Scranton
11—Baltimore	47—Erie
12—Minneapolis	48—Birmingham
13—Washington	49—Portland, Me.
14—San Francisco	50—San Antonio
15—Buffalo	51—Bridgeport
16—Louisville	52—Richmond
17—Los Angeles	53—Newark
18—Dayton	54—St. Paul
19—Columbus	55—Jacksonville
20—Des Moines	56—Charleston
21—Oakland	57—Allentown
22—Worcester	58—Little Rock
23—Omaha	59—Johnston
24—Seattle	60—New Haven
25—Atlanta	61—Youngstown
26—Cincinnati	62—Norfolk
27—Indianapolis	63—Waterbury
28—Springfield, Ill.	64—Peoria
29—Albany	65—Evansville
30—Fresno	66—Duluth
31—Bangor	67—Providence
32—Harrisburg	68—Springfield, Mass.
33—Toledo	69—Fort Wayne
34—Davenport	70—Rockford
35—Houston	71—Sioux City
36—New Orleans	72—Reading

**SERVICE DEPARTMENT CONTEST FOR APRIL****Branches in Division No. 1—Atlanta Leads**

The Atlanta Office took the lead in the Service Department Contest for the month of April. This branch dropped to last place for the month of March and is to be complimented on having made such a remarkable recovery. Much praise is due Mr. T. Pittard, foreman, for having made his objective.

Chicago came in second.

Philadelphia, third.

Mr. A. Tomek, foreman of the Chicago Office, and Mr. P. Davis, foreman of Philadelphia, are to be congratulated.

Below is a list showing the standing of the various offices:

1—Atlanta**	11—Baltimore**
2—Chicago****	12—San Francisco
3—Philadelphia**	13—Washington**
4—Kansas City****	14—St. Louis*
5—Pittsburgh****	15—Indianapolis*
6—Detroit***	Hartford**
7—Cleveland****	16—New Orleans*
8—Cincinnati****	17—New York*
9—Boston****	18—Los Angeles
10—Minneapolis**	19—Dallas
	20—Buffalo**

**STANDING OF BRANCHES IN DIVISION NO. 2****Duluth in First Place for April**

The Duluth Office made first place for the month of April, coming all the way up from thirty-third position in March. This branch is also to be complimented, and Mr. R. Carter, foreman, is to receive honorable mention for having brought his office to the top.

Akron came in second, having held thirty-eighth position for April.

Louisville tied with Newark for third place for March, and still retains this position for April.

Mr. N. Wansor, foreman of the Akron office and Mr. J. Zeller, foreman of Louisville, are to be congratulated on their good work.

Below is a list showing the standing of the various offices:

1—Duluth*	27—Dayton**
2—Akron**	28—Portland, Ore.
3—Louisville****	29—Rochester
4—Denver*	30—Springfield, Ill.***
5—New Haven**	31—Memphis**
6—Norfolk*	32—Newark*
7—Harrisburg****	33—San Antonio
8—Seattle*	34—South Bend
9—Charleston***	35—Waterbury
10—Toledo*	36—Davenport
11—Milwaukee*	37—Worcester
12—Columbus****	38—Youngstown*
13—Omaha****	39—Bangor*
14—Saginaw****	40—Houston
15—St. Paul*	41—Springfield, Mass.
16—Erie*	42—Scranton
17—Albany*	43—Johnstown**
18—Fresno**	44—Rockford
19—Bridgeport*	45—Grand Rapids
20—Providence**	46—Evansville
21—Richmond*	47—Allentown
22—Portland, Me.*	48—Reading
23—Oakland**	49—Kalamazoo
24—Des Moines	50—Birmingham**
25—Jacksonville	51—Little Rock
26—Peoria*	

**LOCAL DEALER ADVERTISING**

This excellent example of the high class of newspaper publicity used by our Daytona, Florida, dealers, is certainly worthy of reproduction. In this character of their local advertising we can easily read one of the reasons for their success.

*The  
Light Running  
Quiet Running*

# ROYAL

*"The Ultimate  
in  
Typewriters"*

*There Are Twice as Many Royals in Use in the Triple Cities as Any Other Typewriter. The Following Representative Concerns and Individuals Use One or More in Their Various Businesses:*

Armstrong Grocery Company  
S. C. Archibald, East Coast Preserving Co.  
A. B. C. Bakery  
American Red Cross  
Atlantic Bank and Trust Company  
Chas. F. Burge, Real Estate and Insurance  
Mrs. Mary T. Burgoine  
Bingham & Thompson, Real Estate and Insurance  
S. E. Bullard  
H. F. Bott, Ormond Beach Real Estate  
Conrad & Donnelly, Real Estate and Insurance  
Crystal Amusement Company  
Bay Street Pharmacy  
Cattaneo's Grill

City of Daytona, Florida  
Daytona Book & Stationery Company  
Daytona Chamber of Commerce  
L. D. Drewry  
East Coast Bank and Trust Company  
Furney & Green, Inc.  
Green Brothers, Dodge Motor Vehicles  
Gardiner & Brass, Attorneys  
Murray D. Foltz, Accountant  
Gazette-News Company, "Daytona Daily News"  
Halifax Memorial Hospital  
Halifax Pharmacy  
Journal Printing Company, "Daytona Morning Journal"  
Henry W. Haynes, Princess Issena Hotel

Chas. A. Kenney, Seabreeze Real Estate  
Lucas, the Land Man, Real Estate and Insurance  
A. W. Irwin, Hankins Drug Company  
R. H. LeSesne, LeSesne's Kodak Place  
Magnolia Novelty Works  
Chas. H. McDonald & Son  
A. J. Malby  
Mixon's School of Shorthand  
R. H. McDonald  
A. B. Moore  
Merchants Bank and Trust Company  
Sherman S. Nusbaum  
Elizabeth S. Oates, Interior Decorator  
Frank W. Pope, Attorney  
L. H. Rowe & Company

John A. Rogers, Architect  
A. Staples, Plumber  
Chester C. Snow, Real Estate  
E. F. Schoeberlein  
S. S. Richardson  
W. K. Tavel, City Engineer  
D. Jefferson Tracey, Real Estate  
Hawkes F. Thompson, Electrician  
A. Van deVord  
Volusia County Bridge Co.  
Volusia County Bank & Trust Co., DeLand  
Williams & Moore, Machine Works  
Triple Cities Ice Cream Co.  
Miss Ann Orr  
Gulf Refining Company

The Royal Master Model Ten (Over 600,000 in use) ..... \$102.50

The Royal "Special" Model Ten (Quiet-running) ..... \$105.00

Other models in proportion

Term Payments to Suit Any Purchaser

## Daytona Book & Stationery Co.

Incorporated 1914

Operating

DAYTONA BOOK STORE and BEACH BOOK SHOP

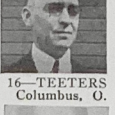
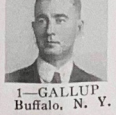
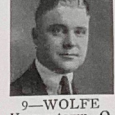


*"Compare  
the  
Work"*

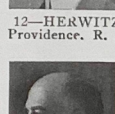
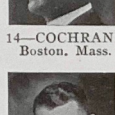
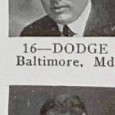
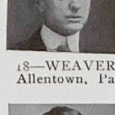
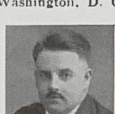
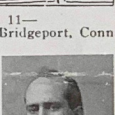
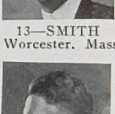
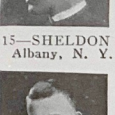


WESTERN  
DIVISION1—LATTUILLE  
Birmingham, Ala.2—SYKES  
Houston, Texas4—MANN  
Atlanta, Ga.6—SMITH  
Los Angeles, Cal.8—COCQUILLE  
New Orleans, La.10—DEVIN  
Fresno, Cal.12—JONES  
St. Paul, Minn.14—HINCK  
Jacksonville, Fla.16—RIDDLE  
Memphis, Tenn.18—WHEATON  
Seattle, Wash.20—MILLS  
Des Moines, Ia.22—HOLLAND  
Little Rock, Ark.24—LEE  
Sioux City, Ia.3—RUSS  
Portland, Ore.5—LARSEN  
San Francisco, Cal.7—SALBACH  
Oakland, Cal.9—RALLS  
St. Louis, Mo.11—KENNEDY  
Dallas, Texas13—BOULWARE  
Kansas City, Mo.15—WHITE  
Omaha, Neb.17—STANGER  
Minneapolis, Minn.19—REED  
San Antonio, Tex.21—BECKNELL  
Denver, Colo.23—DULUTH  
Duluth, Minn.25—STEVENSON  
Springfield, Ill.MONTHLY SALES  
MANAGERS, MONTH

## CENTRAL

H. P. SUTTON  
Assistant Sales Man-  
ager in charge of  
leading division2—PARTEE  
Peoria, Ill.4—FULLER  
Detroit, Mich.6—TEER  
Indianapolis, Ind.8—COFFIN  
Toledo, O.10—KINNAMON  
Cincinnati, O.12—HOUSE  
Erie, Pa.14—WARD  
Charleston, W. Va.16—TEETERS  
Columbus, O.18—FLAGG  
Baltimore, Md.20—FEKIS  
Akron, O.22—LINES  
Milwaukee, Wis.1—GALLUP  
Buffalo, N. Y.5—ALKIRE  
Chicago, Ill.7—WELLMAN  
Louisville, Ky.9—WOLFE  
Vannestown, O.11—MILLER  
Pittsburgh, Pa.13—HANCOCK  
Cleveland, O.15—MULLIGAN  
Grand Rapids, Mich.17—HUMPHREYS  
Johnstown, Pa.19—LAWLESS  
Davenport, Ia.21—GILMORE  
Dayton, O.23—MACHLIN  
Ft. Wayne, Ind.24—DE WITT  
Evansville, Ind.STANDING OF  
OF MAY, 1922

## DIVISION

EASTERN  
DIVISION1—BEHAN  
Springfield, Mass.2—JANSWICK  
New Haven, Conn.4—AYRES  
Portland, Me.6—DONCH  
Newark, N. J.8—BARTLETT  
Richmond, Va.10—ALLINGHAM  
New York City12—HERWITZ  
Providence, R. I.14—COCHRANE  
Boston, Mass.16—DODGE  
Baltimore, Md.18—WEAVER  
Allentown, Pa.20—BOSHAN  
Bangor, Me.22—ALLINGHAM  
Norfolk, Va.3—DUNN  
Philadelphia, Pa.5—BRAINERD  
Hartford, Conn.7—CASHMAN  
Washington, D. C.9—COFFIN  
Harrisburg, Pa.11—BRIDGEPORT  
Bridgeport, Conn.13—SMITH  
Worcester, Mass.15—SHELDON  
Albany, N. Y.17—LARSEN  
Reading, Pa.19—ROCHESTER  
Rochester, N. Y.21—DAVIE  
Waterbury, Conn.23—MAURER  
Scranton, Pa.